

Introducing ...

# Te Kupu o te Wiki

... starts 21 July 2014

## What is Te Kupu o te Wiki?

Te Kupu o te Wiki will introduce **50 new Māori words** to the nation over **50 weeks** – that's one new word a week over a year. After 50 weeks, New Zealanders will have 50 new Māori words in their vocab.

nau mai – welcome

## Who is Te Kupu o te Wiki for?

Everyone!	Homes	Marae
Communities	Whānau, hapū and iwi	Schools
Shops	Media	

Join us as we introduce **50 new kupu Māori** to more than 4 million New Zealanders – from beginners to fluent speakers.

kura – school



kaiako – teacher

## How we'll do it

Each week we'll present one new Māori word to 4 million New Zealanders to learn and use.

Write it, say it, email it, draw it – once learnt, everyone can keep using each word.

After 12 months, these 50 new Māori words can be used as a basis for building Māori language skills.

## What are the benefits?

Te Kupu o te Wiki helps te reo Māori to grow in its homeland.

Supporting Te Kupu o te Wiki is good for business, it's a talking point for customers.

Promoting te reo Māori with tourists and visitors is a unique part of the NZ experience.



## Be a Māori language leader

For **Te Kupu o te Wiki** to succeed, we need language leaders – individuals and groups to make **Te Kupu o te Wiki** happen.

### What will language leaders do?

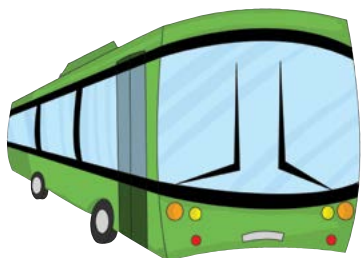
- > Invite friends, colleagues, whānau, businesses to get on board.
- > Share resources, promote each new kupu each week, share our online tips.
- > Seek the support of leaders and managers, so that the kupu Māori are learnt at all levels.
- > Support colleagues with pronunciation.
- > Promote your leadership role and how you're there to help.

ukurere



### What does a language leader need?

- > Enthusiasm to help others.
- > To represent te reo Māori positively.
- > Passion, let's make it normal to use te reo Māori at work, at home etc.
- > Commitment e.g. finding a little time each week to pull the information together.
- > Basic Māori language skills. If you're not confident with the language, that's ok, invite Māori speakers to support you, or use our audio resources.



pahi

## Resources

By **June 27** we'll have resources available online at [www.koreromaori.co.nz](http://www.koreromaori.co.nz)



**Te Wiki o  
te Reo Māori**